

## Message Text

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PAGE 01 DAMASC 03957 241205Z  
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 PASS-00 /018 W  
-----073817 241348Z /46

R 241018Z JUN 77  
FM AMEMBASSY DAMASCUS  
TO SECSTATE WASHDC 3632

UNCLAS DAMASCUS 3957

EWMO. 11652: N/A  
TAGS: BEXP, SY  
SUBJECT: DAMASCUS INTERNATIONAL FAIR

TO: WHITE FARM EQUIPMENT INTERNATIONAL  
2625 BUTTERFIELD ROAD  
OAK BROOK, ILLINOIS 60521

ATTN: RODNEY RICKARD

THE INFORMATION CONTAINED IN THIS MESSAGE IS DESIGNED  
TO ENSURE YOUR SUCCESSFUL PARTICIPATION IN THE UNITED  
STATES PAVILION AT THE 24TH DAMASCUS INTERNATIONAL FAIR,  
JULY 25-AUGUST 20, 1977. WE MUST EMPHASIZE THE CRITICAL  
IMPORTANCE OF ADHERING TO THESE INSTRUCTIONS TO AVOID  
TIME-CONSUMING AND COSTLY DELAYS IN THE CLEARANCE OF  
YOUR EXHIBITION MATERIALS.

### 2. FREIGHT FORWARDING

IT IS THE RESPONSIBILITY OF EACH EXHIBITOR TO DELIVER,  
AT HIS OWN EXPENSE, ALL HIS DISPLAY MATERIALS TO THE  
EXHIBITION STAND AND TO UNPACK AND PLACE ITEMS IN  
ACCORDANCE WITH INSTRUCTIONS BY THE U.S. EXHIBITION  
DIRECTOR. IN THIS REGARD IT IS EACH EXHIBITOR'S  
RESPONSIBILITY TO SELECT AND INSTRUCT A LICENSED  
DAMASCUS FREIGHT FORWARDER (CUSTOMS HOUSE BROKER) TO  
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RECEIVE, CLEAR, AND PLACE DISPLAY GOODS IN THE  
EXHIBITOR'S STAND AT EXHIBITOR'S EXPENSE, ADVISING THE  
AMERICAN EMBASSY, DAMASCUS, OF SUCH ARRANGEMENT. YOUR  
LOCAL FREIGHT FORWARDER MAY HAVE PAST EXPERIENCE WITH  
CERTAIN DAMASCUS CUSTOMS HOUSE BROKERS AND RECOMMEND  
THEIR USE. FOR COMPANIES WITH NO PRIOR EXPERIENCE WITH  
SHIPPING TO DAMASCUS, THE EMBASSY HAS ADVISED US THAT

GEORGE YAKOUBI, P.O. BOX 4015, DAMASCUS, TEL. 226067,  
TELEX 11080 (ANSWERBACK KALAI) HAS PROVIDED GOOD SERVICE  
IN THE PAST. WE MENTION HIM FOR YOUR CONVENIENCE WITH-  
OUT ANY REPRESENTATION BY THE U.S. GOVERNMENT.

### 3. CONSIGNMENT OF SHIPMENTS

A. SURFACE SHIPMENTS SHOULD BE CONSIGNED TO AND CASES  
MARKED AS FOLLOWSBAS  
SYRIAN ARAB REPUBLIC  
FOR: AMERICAN PAVILION  
INTERNATIONAL FAIR OF DAMASCUS  
CASE NUMBERS (TO BE ASSIGNED BY  
EXHIBITOR AND TO APPEAR ON INVOICE/  
PACKING LISTS AND INDIVIDUAL CRATES).

#SHIPPER SHOULD INSERT APPROPRIATE ADDRESS/TRANSIT  
POINT:

LATAKIA/TRANSIT/INT'L. FAIR OF DAMASCUS

OR

TARTOUS/TRANSIT/INT'L. FAIR OF DAMASCUS

OR

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BEIRUT/FREE ZONE/TRANSIT/INT'L. FAIR OF DAMASCUS.

B. AIR SHIPMENTS SHOULD BE ROUTED DIRECTLY TO THE  
DAMASCUS INTERNATIONAL AIRPORT AND NOT VIA BEIRUT  
AIRPORT OR FREE ZONE. MARKINGS SHOULD BE:

AMERICAN EMBASSY-DAMASCUS  
SYRIAN ARAB REPUBLIC  
FOR: AMERICAN PAVILION  
DAMASCUS INTERNATIONAL  
AIRPORT FOR INTERNATIONAL  
FAIR OF DAMASCUS

BECAUSE OPENING DAY IS ONLY ONE MONTH AWAY, IT IS  
ADVISABLE TO SEND ALL SHIPMENTS BY TRUCK RO/RO SEA OR  
AIR. ALL CRATES SHOULD HAVE THE CORNERS PAINTED RED  
FOR EASY IDENTIFICATION IN THE CUSTOMS AREAS.

### 3. INVOICES

A. ORIGINAL INVOICES MUST BE SUBMITTED FOR ALL IMPORTS

AND SHOULD CONTAIN VERY ACCURATE DETAILS OF THE GOODS IMPORTED. GENERAL DESCRIPTIONS SUCH AS ADVERTISING GOODS, DISPLAY MATERIALS, ETC. ARE NOT ACCEPTED. VALUES SHOULD BE STATED ON CIF DAMASCUS PRICES.

B. THE CONTENTS OF EACH CRATE MUST BE INDICATED ON THE RELEVANT INVOICE OR ON AN ACCOMPANYING PACKING LIST.

C. THE ORIGINAL INVOICE MUST CONTAIN THE FOLLOWING STATEMENT, SIGNED BY ITS WRITER ON HIS RESPONSIBILITY:  
"WE CERTIFY THAT THIS INVOICE IS AUTHENTIC, THAT IT IS THE ONLY ONE ISSUED BY US FOR THE GOODS DETAILED IN IT, THAT THE PRICES MENTIONED HEREIN SHOW THE ACTUAL VALUES OF THESE GOODS, WITHOUT ANY DEDUCTION, AND THAT THE UNCLASSIFIED

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ORIGIN OF THE GOODS IS PURELY-----".

D. IN ORDER TO FACILITATE CUSTOMS PROCEEDINGS, EXHIBITORS SHOULD AIRMAIL TO THEIR CUSTOMS HOUSE BROKER, AN ORIGINAL INVOICE PLUS 14 TRUE COPIES, TO REACH HIM BEFORE THE GOODS ARRIVE TO ENABLE HIM TO PREPARE THE NECESSARY DOCUMENTS TO EFFECT CUSTOMS CLEARANCE.

#### 4. GENERAL COMMENTS

A. FROM EXHIBITORS NOT HAVING DONE SO ALREADY, WE URGENTLY NEED FOUR DIFFERENT, BLACK AND WHITE, GLOSSY PHOTOGRAPHS OF YOUR COMPANY'S PRODUCTS WHICH WE WILL BLOW UP AND MOUNT ON THE BACK WALLS OF YOUR BOOTH. IF THESE ARE NOT RECEIVED BY JULY 8, YOUR BLOW UPS WILL NOT BE FINISHED IN TIME FOR THE SHOW OPENING.

B. WE ALSO NEED COMPLETED FORM DIB 426-P (PRODUCT CHARACTERISTICS FORM) TO ENABLE US TO COMPLETE YOUR BOOTH LAY OUT WITH NECESSARY ELECTRICAL OUTLETS, WATER CONNECTIONS, ETC. A REPRESENTATIVE OF YOUR COMPANY SHOULD VISIT THE U.S. EXHIBITION DIRECTOR, MR. WILLIAM FLANAGAN, TO DISCUSS THESE MATTERS AS SOON AS POSSIBLE OR CONTACT HIM AT THE AMERICAN EMBASSY, DAMASCUS, TELEPHONE 332315.

C. IT IS TO YOUR ADVANTAGE TO HAVE A COMPANY REPRESENTATIVE IN DAMASCUS AT A DATE EARLY ENOUGH TO INSURE THAT YOUR DISPLAY ITEMS ARE CLEARED THROUGH CUSTOMS, UNPACKED, AND PROPERLY SET UP. WHILE WE ARE NOT DIRECTLY INVOLVED IN THE MOVEMENT OF GOODS, WE ARE AVAILABLE AT ALL TIMES TO RENDER REASONABLE ASSISTANCE AND OFFER GUIDANCE.

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D. THE EXHIBITOR'S BRIEFING WILL BE HELD AT 1700 HOURS  
JULY 24 IN THE U.S. PAVILION. ALL U.S. EXHIBITORS AND  
THEIR REPRESENTATIVES SHOULD ATTEND THIS BRIEFING AS IT  
WILL GIVE US AN OPPORTUNITY TO MEET AND REVIEW OPERATING  
CONDITIONS WITHIN THE FAIRGROUNDS AND TO DISCUSS PLANS  
FOR THE AMERICAN DAY RECEPTION ON JULY 27.

REGARDS,

WILLIAM FLANAGAN  
DUSEX, DAMASCUS INT'L. FAIR  
AMERICAN EMBASSY  
DAMASCUS, SYRIA.  
PELLETREAU

NOTE BY OC/T: PASSED ABOVE ADDEE

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## Message Attributes

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**Type:** TE  
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**Review Markings:**  
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